



"We chose CrackerSports because their solution is fully configurable and customised to our exact specifications and needs. Their platform integrates into our existing membership portal and resources. Not only is their solution nimble and easy, our IT partners advised us that we could not achieve the same outcomes as efficiently and price effectively had we built a proprietary system ourselves."

David Speechley, CEO of ASCTA

Challenges:

The Australian Swimming Coaches and Teachers Association (ASCTA), is the peak body for swimming coaches and teachers in Australia. ASCTA's vision is to develop world leading practises in the education, accreditation, professional development and on-going support for swimming coaches and water safety teachers.

Some of the challenges in meeting our members' needs:

- their diverse range of locations
- their ability to attend events, conventions and seminars at any given time
- the need to provide professional development relevant to the members' accreditation level, skill and needs
- a desire to assess and rank a members skill set against an ideal model, identify gaps and provide direction to fill the gaps



CrackerSports
Powered by CrackerSystems

The Solution:

After an internal review we identified the criteria for a solution to better service our members and their development. The solution was identified as having to be an IT based solution with a platform based around membership services, professional development, coach skill identification and gap analysis. In addition the solution should be accessible 24 hours a day and one which can track the coach's progress towards identified goals.

Outcomes:

CrackerSports and their adaptable and amenable management team have delivered to ASCTA a solution which is simple and easy to use. It provides feedback to a depth that we could not imagine and is user friendly. Our staff are able to maintain and upload items themselves without constant reference to third parties.

We are expecting that the CrackerSports platform will deliver an outcome which will meet all of our challenges. Being cloud based, the platform is accessible for members anywhere, anytime and on any device. Crackers' applications will aid the development of our swimming coaches and water safety teachers to drive best practice. We are anticipating Cracker will deliver a greater service to our members and we look forward to the results.

